

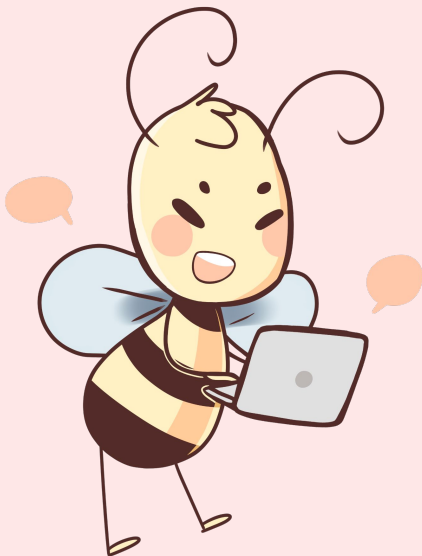


CNH | KEY CLUB

WEBSITE *website*

MAINTENANCE *maintenance*

MANUAL *manual*



**DISTRICT TECHNOLOGY TEAM
2022-2023**

CNH District Technology Editor
Ashlyn Wong | dte@cnhkeyclub.org

MESSAGE

From the DTE

What's Buzzin, CNH?!



The District Technology Team and I are **happy** that you are taking the initiative to update your club/division website! Although it can be difficult to adjust or revamp your website, at least the hard part of creating it is done! Even if you have no prior experience or background in web design, this manual will walk you through **everything** you need to know to **successfully maintain** your website throughout this term!

If you ever have any **questions, comments**, or **concerns**, please feel free to contact me (dte@cnhkeyclub.org) or any member of the District Technology Team. I am looking forward to seeing all of your work, **best of luck!**



Buzzing Digitally,
Ashlyn Wong 🐝💎★☆☆
2022-2023 District Technology Editor

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CORE *Pages*

- **Home Page**
- **What is Key Club?**
- **About**
 - Information specific to Club, Division, and District
- **Events**
 - Upcoming and main events
- **Calendar**
- **Member Service Hours**
 - A MUST for Club Websites
- **Resources**
- **Forms/Documents**
 - Medical Form, Photo Release Form, etc.
- **Contacts**
- **Gallery**
- **Links to other Websites**
 - Cyberkey, Division Website, etc.
- **Articles and Visuals**
 - Updated every month

- **Meet the Officers**
 - (portraits, fun facts, and position descriptions)
- **Division Leadership Team**
 - (for Division Websites)
- **Newsletters**

ADDITIONAL

- **Recognition**
- **Cheers**
- **Club/Division Merch**
- **Links to Socials**
 - (Instagram, Remind, Tiktok)
- **Sign-Ups and Dues**
- **Anything else that pertains to YOUR club!**

Refer to the website creation manual for more information.

UPDATING *Websites*

Utilize a planner or calendar to periodically update your website!



Weekly:

- Club, division, district, and international updates
- Service events / upcoming events
- Calendar
- Photo gallery



Monthly:

- Agenda and Meeting Minutes
- Articles and Visuals
- Newsletters

Seasonal:

- Theme
(Optional)

REVAMPING

old websites pt.1



To revamp a website means to **repair it** or **rebrand** the design, especially if there has been a **large gap** of time since the website was updated. Due to this gap of time in which presumably many things have happened within your club, such as events, it is **important to make sure to refresh the website** with all of that new information or news.

Since revamping entire websites takes a lot of time and energy, make sure to take **breaks** and **plan ahead** so you have lots of time to work on it.



Be sure to decide **early on** if you will only be updating the **design** aspect, the **content** aspect, or **both**! Discuss with your Club President or Lieutenant Governor their **vision** for the website and how you can best combine it with your **personal** vision in the realm of possibilities.

REVAMPING

old websites pt.2

Be sure to adhere to **CNH Graphic Standards**, which are available in the **Cyberkey (Resources > Graphics and Marketing)**. They will be very helpful in creating a “**Key Club**” look and feel for your website. Although your fonts and colors do not have to match graphic standards exactly, they are **preferred!** Check out the **Website Creation manual** for more information.

Don't be afraid to **change** the **design** or **layout** of your website! All websites **differ** from club to club and division to division, so feel free to make it **your own**, even if it had already been updated in the previous term.



If possible, reach out to your club/division's **previous** editor and ask for **help!** If not, be sure to set aside time to learn the **in's** and **out's** of the website on your own or with your partner.

PROMOTING *your websites*

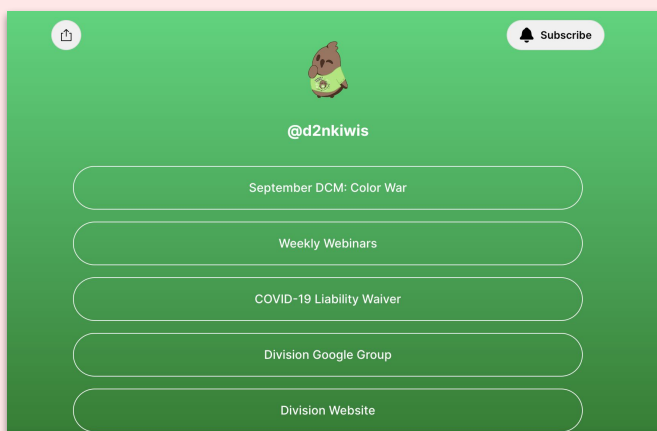
There are many ways to promote your website. This is important since websites can lead to professional connections and meaningful networks. People from your school or another organization might reach out to you to learn more about an event or schedule collaborative events. It also helps to create a more professional and organized environment for prospective members to view and understand the club outside of its social media accounts and such.

Utilize your club/division's social media (posts or stories) to publicize your website updates. Social media is one of the best ways to **improve your club's awareness and increase traffic** to your website.

Add your website link to a **Linktree** and to **your club officers' email signature** to ensure that it is easily accessible to your membership.

Mention your website in general meetings and club events.

OPTIONAL: If you are unable to purchase a domain, **use tinyurl.com or another link shortener** to make your website more recognizable and easier to access. Ex: tinyurl.com/beeclubwebsite



FREQUENTLY *asked questions*

How do I create a website?

View the Website Creation manual on the Cyberkey

How can I easily update service hours and calendar?

Many website softwares offer the ability to connect a google sheet, document, or calendar to the website. The website will then automatically update whenever you edit the original source, saving you lots of time.

How do you have an automatically updated social media page?

You can embed a social media account on your website by utilizing **powr.io**. It will then update alongside the main account.



D27N Lincoln High Key Club

What is the best way to update articles and visuals?

Many website softwares have great and easy to use built-in blog add-ons with templates. By utilizing a blog, you can keep your members constantly updated with articles and visuals.

If you have any other questions, please contact DTE Ashlyn Wong at dte@cnhkeyclub.org



CONTESTS

for websites

Note that contest guidelines are released every term, usually in September. Keep an eye out for them!

Distinguished Club Website Contest

- A **club** website that is adequately designed and maintained is eligible for this contest
- Submissions must follow a series of contest guidelines that are released **every year**
- Submissions must be **updated consistently** throughout the term
 - There are **three “checks”** that your website should be updated before judges review the site.
- Each website can earn **100 points** possible. A website that earns **80-89** of these points receives the **Outstanding Club Website Award** as well as a certificate at District Convention. A website that earns **90-100** points receives the **Distinguished Club Website Award** and a medal at **District Convention**.



Distinguished Division Website Contest

- Similar to the Distinguished Division Website Contest, except that this website is designed for a **division**, not a club.



RESOURCES

to help you

Key Club
International Website

Cyberkey

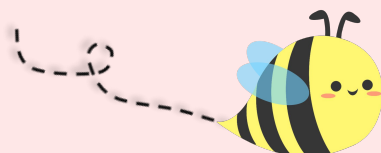
Graphic Standards Manual

Tech Editor's Manual:

Website Creation Manual:

Marketing
Guidance Form

Editor's
Reflector



ACKNOWLEDGE *-ments*



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Thank you for reading!